

# GRAND OPENING SALE BALLARD-LLOYD CO.

Saturday, October 5, at 9 o'clock a. m.

Furniture, Rugs, Linoleums, Stoves, Chinaware, Aluminum, Silverwear.  
Everything For The Home---Everything New

WE have spent weeks re-modeling the store, unpacking and arranging the car loads of new goods and arranging for the opening of what we are determined to make Beldings most popular store. We want to make the acquaintance of every man, woman and child in Belding and vicinity. We want you to make special effort to come on opening day--not to buy--but to see the new store and get acquainted.

REMEMBER THERE IS NO OLD STOCK--EVERYTHING NEW AND UP TO DATE.

Every price is marked in plain figures. Strictly one price is the policy of this store. Every article we sell is guaranteed as represented. **FREE COUPONS** on a \$50.00 4th Liberty Loan Bond will be given to every man, woman or child visiting our store opening day. The Bond is to be given FREE, SATURDAY, DEC. 28th., to the holder of the lucky number. A Souvenir given to every Lady visiting the store opening day.

## DON'T FAIL TO READ THE LIST OF SPECIALS OPENING DAY BARGAINS

### ATTRACTIVE DINNERWARE



We have a big assortment of Dinnerware in new shapes and designs in decorations. We can sell you a whole set or can replenish your old sets.

#### Special For Opening Day.

Cups and Saucers, value ..... 25c  
7 in. plate ..... 25c  
Total ..... 50c  
Opening Day ..... 35c

### MATTRESSES AND SPRINGS



A Felt Mattress guaranteed for 25 years. 1-3 of your time spend in bed--why not enjoy it? We have the combination that are cheaper. Priced at \$7.50 up.

### FANCY NAPPIES



Lucky purchase, value up to 50c, while they last ..... 29c

### ROOM SIZED RUGS



Biggest line ever shown in Belding. A special man will be here Opening Day to show this extraordinary line of rugs.

### WOOD ROCKERS



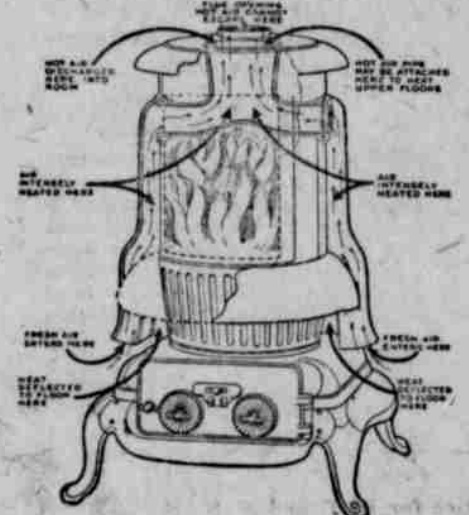
A great variety of styles and all prices to suit every want. From \$3.50 and up.

### HOOSIER KITCHEN CABINETS



Save miles in steps. \$1.00 puts one in your home. Order one now and save money as well as health.

### HEATING STOVE



Hard, Soft Coal or Wood. Man from factory will demonstrate on Opening Day.

### BED ROOM FURNITURE



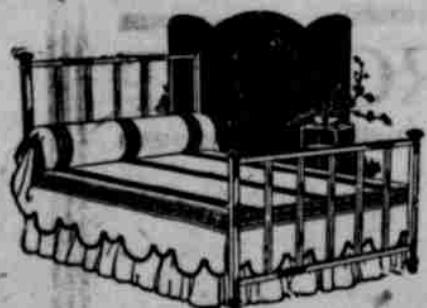
Our line of Bedroom Furniture includes the Adam, Queen Anne and Colonial in walnut, mahogany, bird's eye, maple, quartered oak and plain. Prices within the reach of all, \$20.00

### EASY CHAIRS



A nice assortment of durable comfortable Chairs. Come in and try them. Priced \$10.00 and up.

### METAL AND BRASS BEDS



A full line in a variety of styles. We can please you. Prices from \$4.00 and up.

### SALAD BOWLS



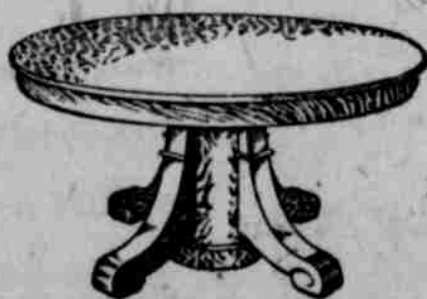
China is scarce but we are showing many beautiful pieces. Price 25c up

### REED ROCKERS



A light, easy and durable Rocker. We have them in plain and upholstered. Priced \$4.95 and up.

### DINING ROOM FURNITURE



We carry a full line of dining room furniture, Chairs, Tables, Buffets, China Closets and Sewing Tables to match in Period styles as well as good substantial quartersawn oak. Dining Tables are prices from \$16 up

### CUPS AND SAUCERS



Good assortment transparent China priced 25c and up.

### To My Friends and Customers:

I wish to take this opportunity to introduce to you this new business enterprise and particularly to Mr. J. C. Ballard, who will be in active charge of the business.

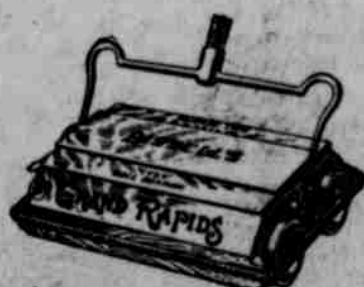
Mr. Ballard has been in the Furniture and Undertaking business at Sparta for a number of years, and has built up a wonderful business for a town of that size, and while he will continue the business there through his organization of which he is the head, he has moved his family here and becomes a citizen of Belding and will devote all his time and energy to this business and in helping to make "Belding Bigger and Better."

Before inducing Mr. Ballard to come, before I agreed to put a dollar into the business with him, I spent some time in Sparta and found everyone spoke in the highest praise of him, and so I commend him and the new firm of Ballard-Lloyd Co. to you--assuring you, your patronage will be appreciated and cared for in the best possible manner. While I am not going to neglect my own business in any way, I will at the same time be interested in the new business and will be glad of the privilege of personally introducing you to Mr. Ballard.

Cordially yours,

*E. Lloyd*

### CARPET SWEEPERS



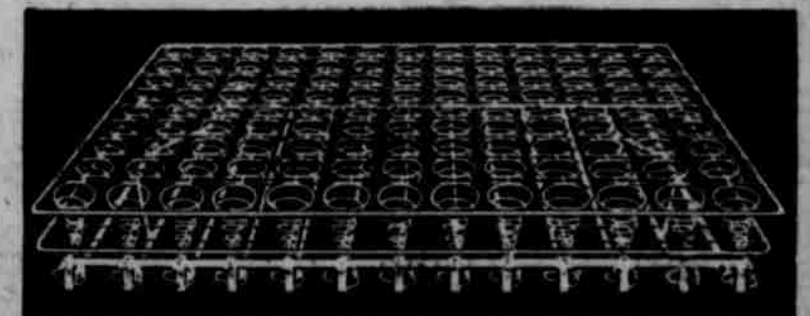
We handle the Bissell, both Vacuum and Regular. Prices \$3.00 up.

### BED DAVENPORTS



We carry a full line in leather and tapestry covering, comfortable and easy to operate. Priced \$39.00 and up.

### DOUBLE DECK SPRING



25 year guarantee, for iron or wood beds. Price \$11.50 and up.

Undertaker and  
Funeral Director  
J. C. Ballard  
A. J. FitzJohn  
Funeral Director  
Licensed Embalmer

## BALLARD-LLOYD CO.

209-211 W. Main Street, Belding, Michigan

"The Home Store"  
Everything to make it  
Comfortable  
"Tell Your Friends"